

# Draft

## TOURIST TAX DEVELOPMENT COUNCIL

### REGULAR MEETING

OCTOBER 28, 2010

The Sumter County Tourist Tax Development Council convened in regular session on Thursday, October 28, 2010, at Bushnell, Florida with the following members present to wit: Chairman Douglas Gilpin, Board of Sumter County Commissioners; Brett Hage; Bob Hunt, Wildwood Country Resort; Steve Lind, Pana Vista Lodge; Warren Maddox, City of Bushnell; Dan McCormic, and Douglas Tharp, The Villages. The following individuals were also present and acting in their respective official capacities: Bradley Arnold, County Administrator; Art Bisner, Financial Services Manager; Tina Chavez, Financial Services and Amanda Taylor, Financial Services.

Chairman Gilpin called the meeting to order at 4:00 p.m. with the invocation given by Doug Tharp followed by the flag salute.

#### I. NEW BUSINESS

a. Welcome was given by Chairman Gilpin

b. Minutes of Regular meeting held on September 22, 2010.

It was noted by Doug Tharp that the month needed to be corrected in the first paragraph changing April to July.

**Warren Maddox moved, with a second by Doug Tharp, to approve, with noted revision, the minutes of regular meeting held on July 22, 2010. The motion carried unanimously 7-0.**

c. Financial report overview was presented by Art Bisner, Financial Services Manager.

**Doug Tharp moved, with a second by Warren Maddox, to accept Financial Report for auditing purposes. The motion carried unanimously 7-0.**

d. Consider recommendation to the Board of Sumter County Commissioners to amend Ordinance for 60/40 Flip presented by Bradley Arnold, County Administrator. Request was that Ordinance 2004-025 be revised to allocate 60 percent of the Tourist Development Tax revenue to capital improvement projects, and 40 percent to Sponsorships, Special Events, Events and Advertising/Promotions.

**Dan McCormic moved, with a second by Brett Hage, to recommend to the Board of Sumter County Commissioners that Ordinance 2004-025 be revised to reflect the 60/40 flip. The motion carried unanimously 7-0.**

e. An overview of the Sumter County Economic Development Plan was presented by Rick Dodge of E5 Solutions. Handouts, including E5 Solution's Tourism Plan Overview and their related contract with the Sumter County Board of County Commissioners were presented to committee members. Mr. Dodge announced the first public hearing input session is scheduled for November 8, 2010. The Committee members were asked to participate in a 5 minute "Brain Storming Session" as to what types of events would draw tourism to the County. The list included Ecotourism with examples of all sports activities, lake restoration/access, Audubon park, Sumter Scenic Heritage Highway, cycling, bird watching recreation activities, making Sumter County the wildflower center for the state of Florida, golf cart racing and equestrian activities. Also to be considered was interstate signage/unified signage system, and seaplanes/airboats.

**Committee members thanked Mr. Dodge for his update and suggested E5 Solutions attend future meetings with project updates.**

f. Grant Review

i. Wildwood Winter Wonderland (December 3 to 5, 2010) presented by Robert Smith, City Manager with the City of Wildwood. Mr. Smith introduced attending committee members and gave a brief overview of the project. It is the City of Wildwood's intent to use this three day event as an annual draw to bring former residents and friends of the

community back to the community as a “homecoming” event much like Royal’s annual event. The event will be run by committee members with Wildwood’s city staff overseeing the event. Attendance numbers were estimated by the city’s staff based on Winter Festival attendance from prior years. The project will be a 50/25/25 matching funds grant, with donation of volunteers’ hours and use of the community center making up the majority of the “in kind” funds. Weather permitting; this will be an outside event with advertising to take place once grant is approved.

This is a first year event with a grant request of \$13,000. Staff recommended \$8,650 due to limited in-kind funding.

**Dan Tharp moved, with a second by Dan McCormic, to recommend \$13,000 grant request to the Board of Sumter County Commissioners. The motion carried unanimously 7-0.**

- ii. Dade Battle Reenactment (January 1 to 2, 2011) presented by Jean McNary. Mrs. McNary gave a brief history of the event. Grant funds will be used to advertise the annual event in major newspapers/magazines across the State of Florida. This project will be a 50/50 matching funds grant, with State of Florida and Dade Battlefield contributing.

This is the fifth year this event has requested funds. This year’s request is for \$17,520. Staff recommended \$8,760 based on grant guidelines suggesting 50% for an event receiving funds for more than 3 consecutive years.

**Warren Maddox moved, with a second by Brett Hage, to recommend \$8,760 grant request to the Board of Sumter County Commissioners. The motion carried unanimously 7-0.**

- iii. Festival in the Park presented by Jean McNary (March 19, 2011). Mrs. McNary presented this new event which would bring a Bluegrass Festival to Dade Park. This project will be a 50/50 matching funds grant with the State of Florida and Dade Battlefield contributing.

This is a first year event with a grant request of \$9,200. Staff recommended grant award of \$9,200.

**Dan McCormic moved, with a second by Warren Maddox, to recommend the \$9,200 grant request to the Board of Sumter County Commissioners. The motion carried unanimously 7-0.**

## **II. OLD BUSINESS**

- a. NONE

## **III. ADDITIONAL BUSINESS**

- a. Tourism Grant Guidelines and Application Review approved by Sumter BOCC on 9/28/10. (For Information Only )
- b. Sunshine Law Website (For Information Only) – Art Bisner reminded council members of the importance of understanding the Sunshine laws.  
(<http://www.myflsunshine.com/sun.nsf/sunmanual>)
- c. Change of future meeting location to 7375 Powell Road, Room 1052, Wildwood, Florida 34785 (For Information Only) - A consensus on moving the location to Powell Road effective with the next meeting was reached.
- d. Next meeting date is January 6, 2011 at 4:00 p.m. (for Information only)
- e. Public Forum – There were no public comments
- f. Board members discussed additional items for agenda packet. Mr. Arnold committed to the following changes/enhancements:
  - 1. Grant Summary cover sheet for each grant to accurately reflect the requested and recommended funding amounts.
  - 2. BOCC staff will complete a Score Sheet for each grant and it will follow the Grant Summary to support staff’s recommendation for funding.

3. Include a "summery sheet" explaining statutory/ordinance allowable funding expenses.
  4. Create a webpage for committee members and public to view meeting agendas, minutes and grant requests.
  5. Place on the TDC page the same summary sheet, the approved minutes, the approved financial, the statute link, the ordinance, the recommendations that will be going to the TDC Add a fact sheet on spending of grant funds
- g. Steve Lind reminded everyone of the upcoming 6th Annual Fishing Tournament at Tracy's Point.

**IV. ADJOURN**

The meeting was adjourned at 5:30 p.m.